JOURNAL OF BUSINESS RESEARCH

VOLUME 32

Contents

1 Subordinates' Responses to Cultural Adaptation by Japanese Expatriate Managers
David C. Thomas and Brian Toyne

11 Message Framing and Buying Behavior: A Field Experiment
Yoav Ganzach and Nili Karsahi

SPECIAL SECTION: INTERNATIONAL INDUSTRIAL MARKETING

19 Introduction: Special Section on International Industrial (Business-to-Business) Marketing
Wesley J. Johnston and Robert E. Spekman

21 Willingness of American Industrial Buyers to Source Internationally
Hans B. Thorelli and Aleksandra E. Glowacka

31 A Study on the Rating of Import Sources for Industrial Products in a Newly Industrializing Country: The Case of South Korea
Dae Ryun Chang and Ik-Tae Kim

41 Importer Purchase Behavior: Guidelines for Asian Exporters
Shengliang Deng and Lawrence H. Wortzel

49 Export Intention, Beliefs, and Behaviors in Smaller Industrial Firms
Catherine N. Axinn, Ron Savitt, James M. Sinkula, and Sharon V. Thach

57 Performance Implications of Buyer–Supplier Relationships in Industrial Markets: A Transaction Cost Explanation
Jan B. Heide and Rodney L. Stump

67 International Cooperative Technology Arrangements: Improving Their Role in Competitive Strategy
David N. McArthur and Ronald L. Schill

81 Visitor and Exhibitor Interaction at Industrial Trade Fairs
Philip J. Rosson and F. H. Rolf Seringhaus

91 Call for Papers

93 New Industrial Service Development: Scenarios for Success and Failure
Ulrike de Brentani

105 Preferences for Single Sourcing and Supplier Selection
Cathy Owens Swift

SPECIAL SECTION: MARKETING STRATEGIES AND THE DEVELOPMENT PROCESS

113 Introduction: Special Section on Marketing Strategies and the Development Process
Ruby Roy Dholakia and Luis V. Dominguez

115 Effects of Cultural-Context, Gender, and Acculturation on Perceptions of Work versus Social/Leisure Time Usage
Lalita A. Manrai and Ajay K. Manrai

129 Consumer Acculturation Processes and Cultural Conflict: How Generalizable Is a North American Model for Marketing Globally?
James W. Gentry, Sunkyu Jun, and Patriya Tansuhaj

141 Promoting Imports from Developing Countries: A Marketing Perspective
Geir Gripsrud and Gabriel R. G. Benito

149 Recent Changes in the Retailing of Fresh Produce: Strategic Implications for Fresh Produce Suppliers
Richard Brookes

163 Managerial Perceptions of the Adequacy of Export Incentive Programs: Implications for Export-Led Economic Development Policy
Erdoğan Kumcu, Talha Harcar, and M. Ercan Kumcu

175 The Internationalization Process and Marketing Activities: The Case of Brazilian Export Firms
Jerry Haar and Marta Ortiz-Buonafina

183 Call for Papers

SPECIAL ISSUE: INTERPERSONAL BUYER BEHAVIOR IN MARKETING

185 Introduction: Special Issue on Interpersonal Buyer Behavior in Marketing
Cathy L. Hartmann and Linda L. Price

189 Power, Bureaucracy, Influence and Performance: Their Relationships in Industrial Distribution Channels
Brett A. Boyle and F. Robert Dwyer

201 Norm Extremity and Interpersonal Influences on Consumer Conformity
Dana-Nicoleta Lascu, William O. Bearden, and Randall L. Rose

213 Word-of-Mouth Effects on Short-term and Long-term Product Judgments
Paula Fitzgerald Bone

225 Dyadic Perceptions in Personal Source Information Search
Laura J. Yale and Mary C. Gilly

239 The Role of Employee Effort in Satisfaction with Service Transactions
Lois A. Mohr and Mary Jo Bitner

253 Ritual and Relationships: Interpersonal Influences on Shared Consumption
Brenda Gainer

261 Unacquainted Influencers: When Strangers Interact in the Retail Setting
Mary Ann McGrath and Cele Otnes

273 Social Support in the Service Sector: The Antecedents, Processes, and Outcomes of Social Support in an Introductory Service
Mara B. Adelman and Aaron C. Ahuvia

283 Call for Papers

285 Author Index

287 Subject Index

Volume Contents